

We Can Get You To The #1 Position On Google

Fact or Fiction – What You Need To Know

You've seen the ads or been contacted by a salesperson with the promise, "I can get your business to the #1 position on Google (or, on the 1st page)". It's an enticing offer, you know millions of people search on Google every day ... but, is it truth or fiction?

Recently, I had a chat with a real estate agent in the Orlando, FL area where I live. He told me that he had been contacted and promised a high Google position for \$80 a month for the "keywords" he wanted and he wanted my opinion.

Here's what I told him:

> When people do a search on Google (or, any search engine), they type in a few words to bring up the most relevant results to help them find what they are looking for. Google will then display the results for the websites that will best give the searcher what they are looking for.

As I am writing this article in May 2009, here is the number of listings from Google, as an example (Winter Park is a city in Orange County in the Orlando, FL metro area):

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|---|------------|
| Orlando Florida Real Estate | 24,700,000 |
| Orange County Florida Real Estate | 11,500,000 |
| Winter Park Real Estate | 531,000 |
| Winter Park Orange County Florida Real Estate | 208,000 |
| East Winter Park Orange County Florida Real Estate | 79,200 |
| East Winter Park Orange County Florida Real Estate 2 Bedroom | 8,290 |
| East Winter Park Orange County Florida Real Estate 2 Bedroom Blue Color | 3,440 |

> You want your website to be optimized for the "keywords" that your prospects will search for, when looking for your product or service. What "keywords" would your prospects search for?

It is unrealistic to believe that you can be listed at the top of the Google rankings for "Orlando Florida Real Estate" for \$80 a month. Can you be listed on the top of the Google listing for "East Winter Park Orange County Florida Real Estate 2 Bedroom Blue Color", for \$80 a month ... possibly ... is that where you want to be?

> The "keywords" and how many "keywords" you want to be ranked high on, is a function of time, investment and effort.

> No one can "guarantee" any position on Google. Google has a complex ever-changing formula that determines ranking position, As search engine experts we know the factors that Google considers and how to attempt to move up the rankings ... but, ultimately, it's up to Google.